



INVESTOR PRESENTATION Q2 2020



For a number of years we have built an eco-system that is ready and that no other gaming group controls, namely:

1. **Petrol**, the number one gaming agency in the Western World that we use both externally and internally.
 - That is why Activision, Embracer, Ubisoft among other repeat clients use Petrol.
2. **The publisher Sold Out** which has never had an unprofitable year in their entire history, that we use both externally and internally.
 - That is why Frontier, Team17 and Rebellion among other repeat clients use Sold Out.
3. **A world-class network of developers** within F2P, premium, console, PC, mobile, technology, game engine, all of which are available to the companies that join the group.
 - That is why we own 10 IPs that combined have more than 5 million copies sold, more than 2 million active users and downloaded more than 100 million times.
 - That is also why Disney, Dreamworks, Fatshark and many repeat clients use us.

Why companies want to join EG7:

- Because EG7 is a **unique eco-system** that **controls the entire value chain, acquires and enhances companies** to increase potential and scale to unleash **higher profitability**.

681.2 MSEK

PRO FORMA
REVENUE TTM
2020-06

95.4 MSEK

PRO FORMA
EBITDA TTM
2020-06

10

NUMBER OF
COMPANIES



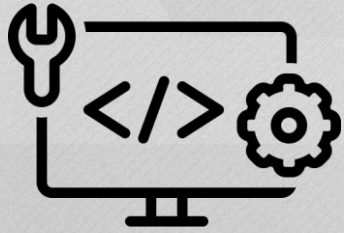
HISTORY AND PROGRESS OF M&A

We have used **SEK 300 M in cash** for acquisitions which has given us a repeat **EBITDA of SEK 100 M** before synergies.

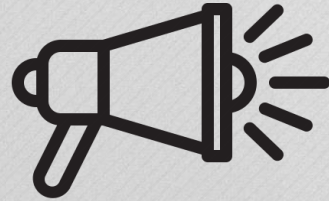


1) Entrepreneurs get larger stake joining now than later as we are still a relatively small company.

VALUE CHAIN – WE CONTROL THE VALUE CHAIN



DEVELOPING



MARKETING



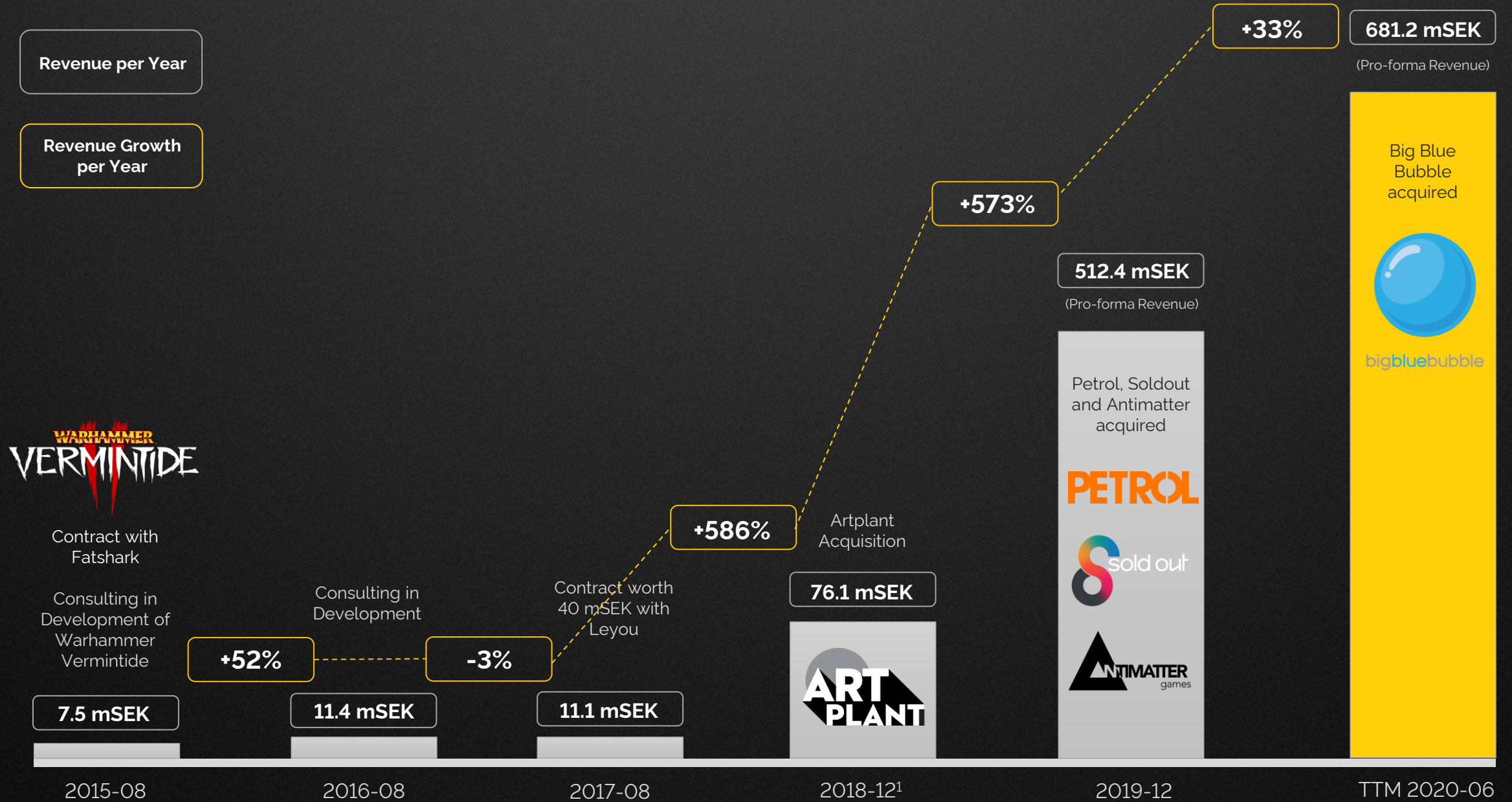
PUBLISHING



DISTRIBUTING

WE TAKE THE COMPANIES WE ACQUIRE TO A NEW LEVEL

HISTORY & FINANCIALS



1) Changed to calendar year. 2018 figures referring to 2017/09/01-2018/12/31, i.e. 16 months.

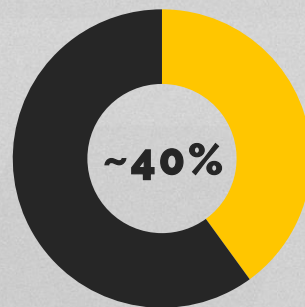


GAMES

- Development of own titles
- Five independent studios with unique expertises.
- 10+ fully owned IPs.
- 10+ current projects.
- Toadman Studios.

65 MSEK

REVENUE Q2 2020



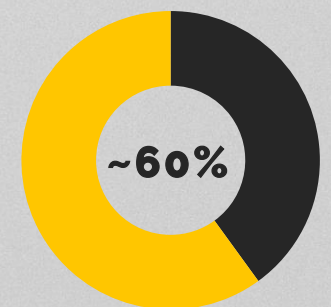
TOTAL REVENUE¹

SERVICES

- Creative marketing studio with **40+ ongoing marketing projects**. Previous projects - Call of Duty Warzone, Far Cry 6 and Assassins Creed Valhalla.
- **15+ current projects** in Publishing, distribution and Work-For-Hire of PC and console video games.
- Toadman Work-For-Hire.

97,6 MSEK

REVENUE Q2 2020



TOTAL REVENUE¹

1) Q2 2020 actuals.



DAMIR SLOGAR

CEO & Founder of
Big Blue Bubble
>30 years experience



JAMES CATO

Co-founder and
COO of Sold Out
>30 years experience



ALAN HUNTER

Co-founder and
CCO of Petrol
>20 years experience



RICH BARHAM

Managing Director
of Antimatter
>15 years experience



150+

PREVIOUS GAME
PROJECTS¹

25+

CURRENT GAME
PROJECTS¹

40+

ONGOING MARKETING
CAMPAIGNS

¹) Development, publishing, distribution

RELEASED IN 2020

RELEASED



RELEASED



RELEASED



RELEASED



RELEASED



RELEASED



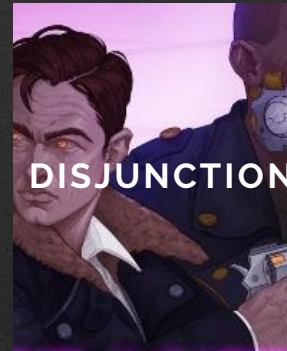
RELEASED



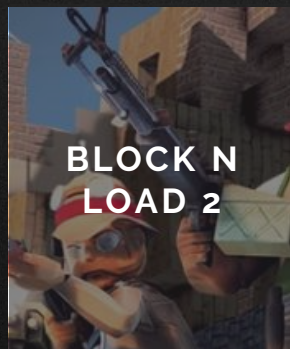
RELEASED



TO BE RELEASED IN 2020-2022



PETROL



10+
UNDISCLOSED
PROJECTS

40+
MARKETING
CAMPAIGNS
AND RELEASES



EG7 AS AN INVESTMENT



- Net revenue grew by more than **1000%** compared to Q2 2019. Divided the Company into divisions Games and Services.
- **Acquisition** of Canadian game developer Big Blue Bubble.
- Over **25 gaming projects** in the pipeline and over **40 planned marketing campaigns** for Petrol.
- Several game releases, one of which was **No Straight Roads**.
- Petrol performs better than expected given the shift in projects.
- Even **stronger M&A pipeline** than previous quarters.

189.1 MSEKPRO-FORMA
TOTAL REVENUE
Q2 2020**26.6 MSEK**PRO-FORMA
EBITDA
Q2 2020**1014%**INCREASE IN
NET REVENUE**270**

EMPLOYEES



UP-FRONT EBITDA MULTIPLE

EXPERIENCE ADDED

TTM EBITDA

REVENUE STREAMS WITH F2P

PIPELINE AND SYNERGY POTENTIAL. ONCE WE USE SOLD OUT, PETROL, OUR DEVELOPMENT TEAM IPS, AND THEIR MONETIZING TEAM, THE SYNERGIES WILL BE SIGNIFICANT.

SHAREHOLDER	TYPE OF INVESTOR	SHARES	CAPITAL %
Robin Flodin	Co-Founder	3,817,713	8.60%
Dan Sten Olsson with family and trust	Investor, Represented on Board Level	3,625,000	8.16%
Rasmus Davidsson	Co-Founder	2,872,743	6.47%
Avanza Pension	Institutional and Retail Investors	2,714,371	6.11%
Alan Hunter	Petrol Co-Founder	2,323,718	5.23%
Ben Granados	Petrol Co-Founder	2,323,717	5.23%
Länsförsäkringar Fonder	Institutional Investor	1,943,273	4.38%
Johan Svensson	External Investor	1,927,362	4.34%
TIN Fonder	Institutional Investor	1,840,000	4.14%
Alexander Albedj	Chairman of the Board	1,679,084	3.78%
James Cato	Sold Out Co-Founder	1,386,320	3.12%
Garry Williams	Sold Out Co-Founder	1,386,320	3.12%
Futur Pension	Institutional Investor	1,239,326	2.79%
Lloyd Fonds / SPSW Capital	Institutional Investor	1,093,946	2.46%
Erik Nielsen through company	Board Member	1,085,000	2.44%
Other shareholders		13,144,764	29.60%
Total		44,402,657	100.00%
Management and Board		23,566,977	53%

7 STRONG REASONS TO INVEST

1. World-class eco-system: number 1 marketing in Petrol, number 1 publishing in Sold Out. World class developers.
2. Proven shareholder value through acquisitions. SEK 300M cash used for acquisitions has generated SEK 100M of annual EBITDA.
3. Diversified risk through stable cash-flow, low-risk, profitable services division and experienced game development division.
4. A games division with a massive pipeline of strong IP titles released in 2021-2022 giving a high up-side potential.
5. Personnel and board owns 66% of the shares, creating aligned incentives and putting the money where our mouth is. In addition, strong financial owners ready to continue backing the M&A story.
6. Strong, experienced team and incentivized management and board.
7. The EG7 eco-system is now finally complete, and is ready to be unleashed.

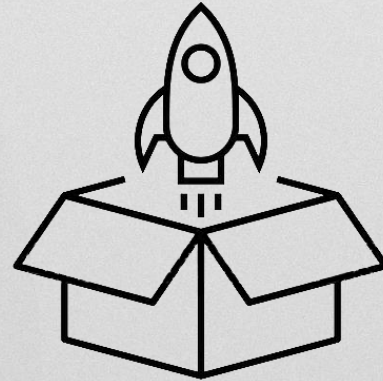
NEXT LOGICAL STEPS FOR EG7



1.

M&A PIPELINE

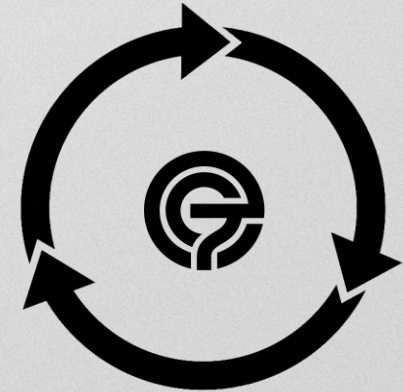
M&A pipeline is stronger than ever.



2.

GAMES TO BE RELEASED

Our pipeline of 10+ games to be released, including million copy sellers like IGI, '83, Block'n'Load.



3.

COMPLETE ECO-SYSTEM

Now that the eco-system is complete, we are very excited about the future.

THANK YOU



APPENDIX 1 INCOME STATEMENT - GROUP

	QUARTER		ACCUMULATED		FY 2019
	2020-04-01	2019-04-01	2020-01-01	2019-01-01	2019-01-01
	2020-06-30	2019-06-30	2020-06-30	2019-06-30	2019-12-31
	3 months	3 months	6 months	6 months	12 months
(KSEK)					
Net revenue	138,027	13,618	293,505	28,445	151,644
Own work capitalized	10,002	1,987	17,222	3,697	12,765
Other revenue	14,551	2,750	15,617	2,974	3,942
Total revenue	162,580	18,355	326,344	35,116	168,351
<i>Operating expenses</i>					
Cost of goods sold	-94,105	-3,279	-190,953	-5,883	-51,257
Other external expenses	-12,971	-3,285	-30,890	-7,468	-36,074
Personnel expenses	-36,850	-6,933	-73,619	-14,532	-75,409
Other expenses	0	-56	0	-74	-478
Operating profit before depreciation and amortization (EBITDA)	18,654	4,802	30,882	7,159	5,133
Depreciation and amortization	-22,969	-357	-46,298	-943	-25,853
Operating profit (EBIT)	-4,315	4,445	-15,416	6,216	-20,720
Financial net	939	-431	-13,172	-287	-7,375
Profit before tax	-3,376	4,014	-28,588	5,929	-28,095
Tax expense for the period	-7,583	80	-12,742	-398	-258
Deferred tax	23	44	365	178	261
Other tax	1,376	0	0	0	0
NET PROFIT	-9,560	4,138	-40,965	5,709	-28,092

APPENDIX 2 – BALANCE SHEET GROUP

(KSEK)	2020-06-30	2019-06-30	2019-12-31
ASSETS			
Non-current assets			
Intangible non-current assets	470,986	208,432	510,210
Tangible non-current assets	8,067	7,987	8,999
Financial non-currents assets	2,212	1,288	2,534
Total non-current assets	481,265	217,707	521,743
Current assets			
Inventory	8,207		12,118
Current receivables	131,353	92,453	71,423
Cash and cash equivalents	144,713	25,135	105,740
Total current assets	284,273	117,588	189,281
TOTAL ASSETS	765,538	335,295	711,024
EQUITY AND LIABILITIES			
Equity	306,069	127,355	250,126
Provisions	108,375	49,296	111,172
Non-current liabilities	219,507	124,600	216,299
Current liabilities	131,587	34,044	133,427
TOTAL EQUITY AND LIABILITIES	765,538	335,295	711,024